Transport for culture

19/09/2025 Transport for culture.

Fifteen years after the first Porsche 356 was unveiled, the Zuffenhausen sports car manufacturer presented the Porsche 901 atthe International Motor Show (IAA) in Frankfurt in 1963. One year later, it received the name with which it would become an enduring style icon: Porsche 911. It was the beginning of an unparalleled success story.

The Porsche 911 has been instantly recognisable for six decades. And, for six decades, it has made the dream of a sports car a reality for countless car enthusiasts. With its iconic design and incomparable driving experience, it has shown its designers' commitment to preserving the identity and tradition of its forerunners throughout each of its eight generations. To mark the '60 Years of the 911' anniversary, the Porsche Museum is sending seven 911 sports cars on a trip through Rhineland-Palatinate. As the epitome of a sporting driving experience, a vehicle of dreams, a means of transporting culture – and thus, ultimately, as an artefact of culture in itself.

MEDIA ENQUIRIES

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Consumption data

911 Carrera T (Predecessor model)

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

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